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10-30-03

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

## PATENT APPLICATION

Applicant(s): **Donald F. Gordon et al.**Case: **DIVA/308** Group Art Unit: **3623**Serial No.: **09/737,841** Filed: **December 14, 2001**Examiner: **Jeanty, Romain**Title: **METHOD AND APPARATUS FOR COLLECTING AND  
REPORTING CONSUMER TREND DATA IN AN INFORMATION  
AND DISTRIBUTION SYSTEM**

Mail Stop-Non Fee Amendment  
COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

SIR:

RESPONSE UNDER 37 C.F.R. §1.111

In response to the non-final Office Action mailed July 31, 2003 (paper no. 6),  
please amend and consider the following discussion for the above-identified patent  
application as follows:

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